

ABSTRACT OF THE DISCLOSURE

A method of personalizing information presented at a host web site includes using the host web site for obtaining personal data about a user ~~during a visit to the host web site,~~ and after the host web site obtain~~se~~obtaining the personal data, ~~monitoring~~ using the host web site for monitoring the content of information viewed by the user while the user visits other web ~~sites visited by the user.~~ During subsequent visits by the user to the host web site, the content of the information presented by the host web site to the user is personalized. The host web site modifies ~~so that~~ the content of the information presented to the user based upon~~is related to~~ the content of the other web sites visited by the user and/or the personal data obtained by the host web site about~~for~~ the user.